



GLOBAL WELLNESS  
SUMMIT 2018

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

# Blue Zones:

## The Full and Fascinating Story Continues

**Dan Buettner**, founder, Blue Zones, LLC, US





BLUE ZONES®

*Live Longer, Better™*



@bluezones



bluezones

# BLUE ZONES

LOMA LINDA  
CA, USA

NICOYA  
COSTA RICA

SARDINIA  
ITALY

IKARIA  
GREECE

OKINAWA  
JAPAN



# Collaborators

## Michel Poulain, Ph.D.

Senior Researcher at Estonian Institute for Population Studies at Tallinn University, Estonia



## Gianni Pes, M.D., Ph.D.

Senior Researcher at the Department of Clinical and Experimental Medicine, University of Sassari, Italy



# BOARD OF ADVISORS

## Robert L Kane M.D.

Chair, Long-Term Care and Aging at the University of Minnesota



## Walter Willet, M.D., Dr. P.H

Chairman of the Department of Nutrition at Harvard School of Public Health



## Dean Ornish, M.D.

Clinical Professor of Medicine UCSF and Founder and President, nonprofit Preventive Medicine Research Institute























































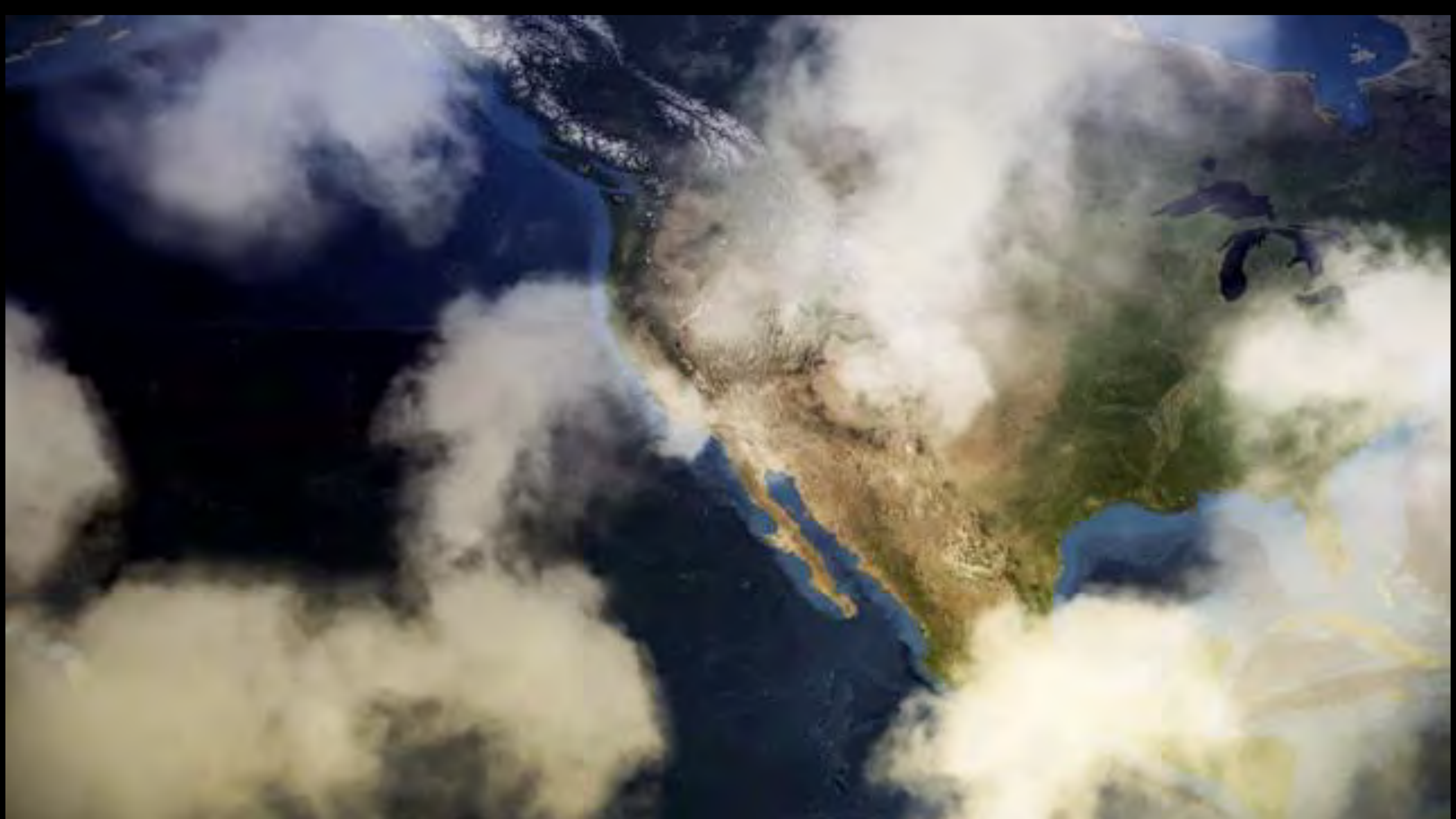










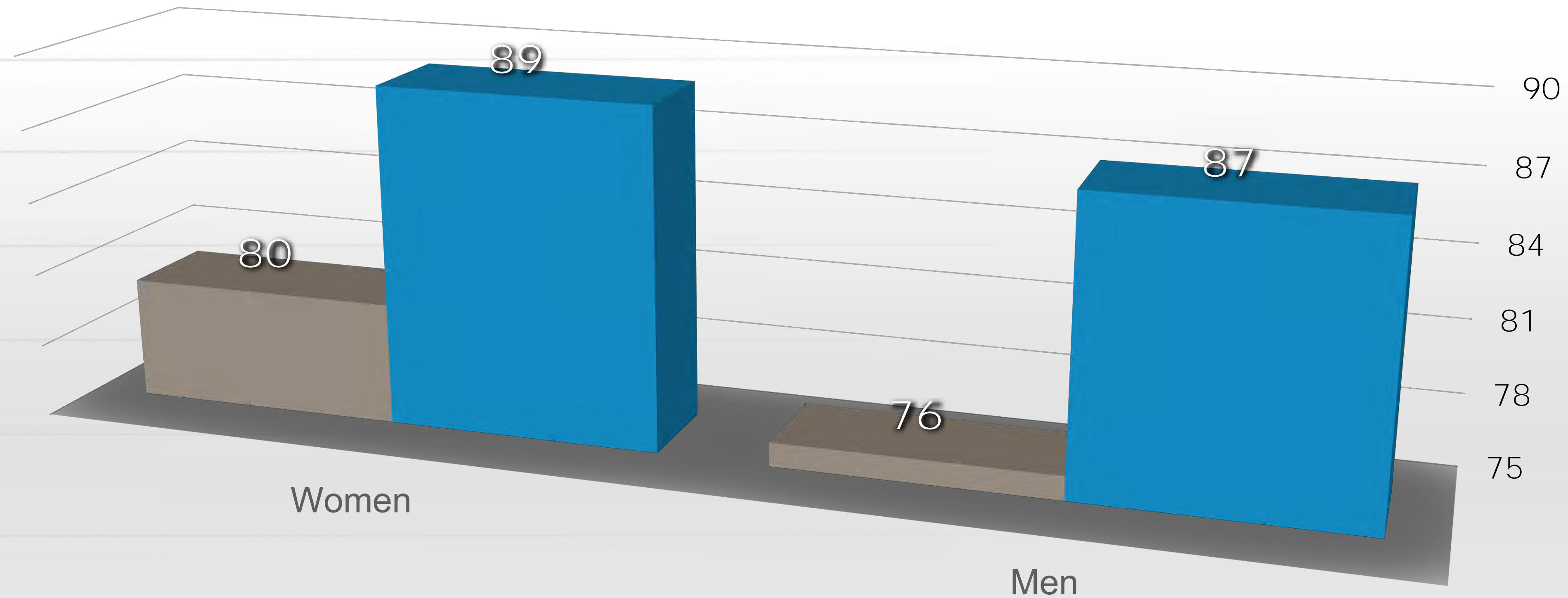








# ADVENTISTS











New Orleans Style  
Gumbo  
with rice & vegetables

GUMBO























































rs Peanuts!

y  
ottle  
Drink





NATIONALGEOGRAPHIC.COM/MAGAZINE

NOVEMBER 2005

# NATIONAL GEOGRAPHIC

## The Secrets of Living Longer

**Nepal: Inside  
the Revolution** 46

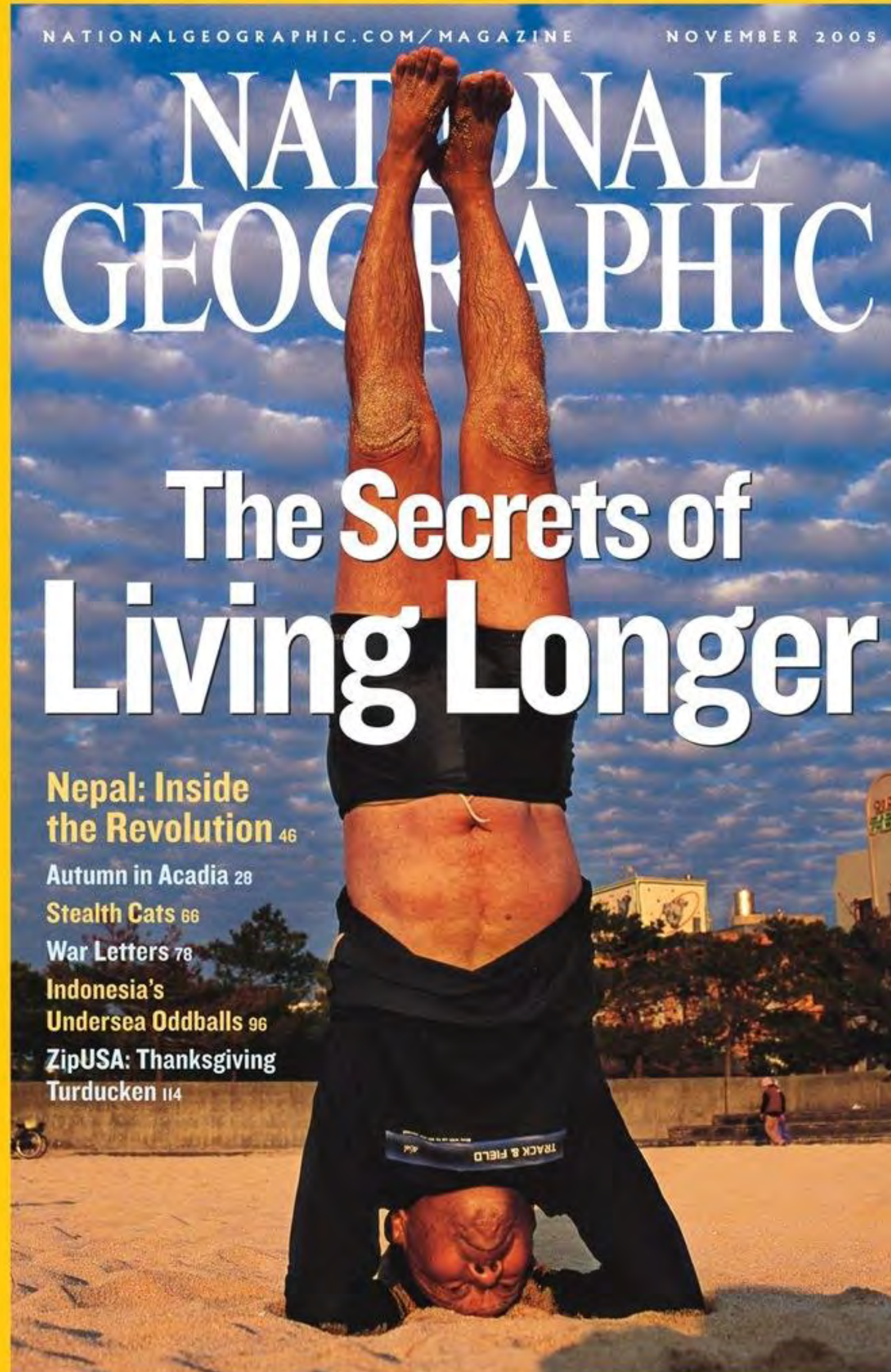
Autumn in Acadia 28

Stealth Cats 66

War Letters 78

Indonesia's  
Undersea Oddballs 96

ZipUSA: Thanksgiving  
Turducken 114







Clase de  
Ingles

Los Hornos  
Clase de Ingles

































































ELECTION 2012

## Standard of Living Is in the Shadows as Election Issue

By DAVID LEONHARDT

A decade-long stagnation in family incomes, a bedrock issue for the nation, has been caused by automation and globalization, among other factors not easily remedied in Washington.

- Indiana Senate Candidate Draws Fire for Rape Comments
- The Caucus: Eastwood Is Back in an Ad for Romney

Post a Comment | Read (55)

**U.S. Sees Iran Firing Back in Cyberattack**



Andrea Frazzetta/LUZphoto for The New York Times

FROM THE MAGAZINE

**The Island Where People Forget to Die**

The Opin

### Editorial: The Austerity Trap

Deep budget cuts haven't worked in Europe, yet Mitt Romney seems to believe they will work here.

### Op-Ed: Who Threw Israel Under the Bus?

Republican presidents, more than Democrats, have put serious pressure on Israel.



### MARKETS »

At 9:48 AM ET

S.&P. 500	Dow	Nasdaq
1,418.29	13,121.36	3,001.14
+5.18	+18.83	+10.68
+0.37%	+0.14%	+0.36%

GET QUOTES

My Portfolios »

Stock, ETFs, Funds

Go



Move Naturally

Right Outlook

- Downshift
- Purpose Now

Eat Wisely

## The Power 9

Secrets to Living Longer, Better

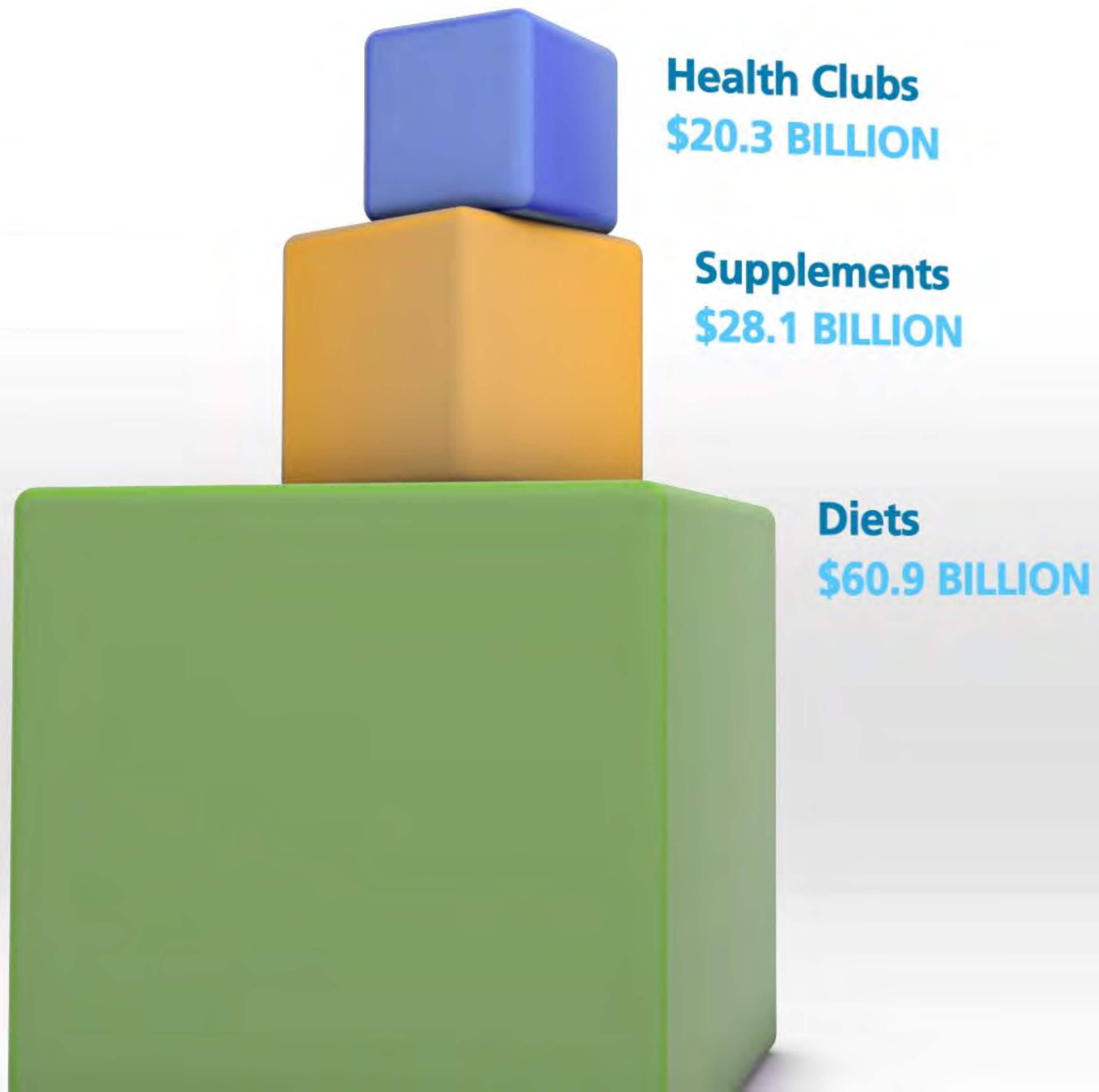
- 80% Rule

Connect

- Loved Ones First
- Belong
- Right Tribe

- **90%-100% plant based**
- **65% carbohydrates/starch**
- **Grains, greens, tubers, nuts and beans**
- **Meat < 5 times per month**
- **Fish < 3 times per week**
- **No cow's dairy**
- **Water, tea, coffee and wine**

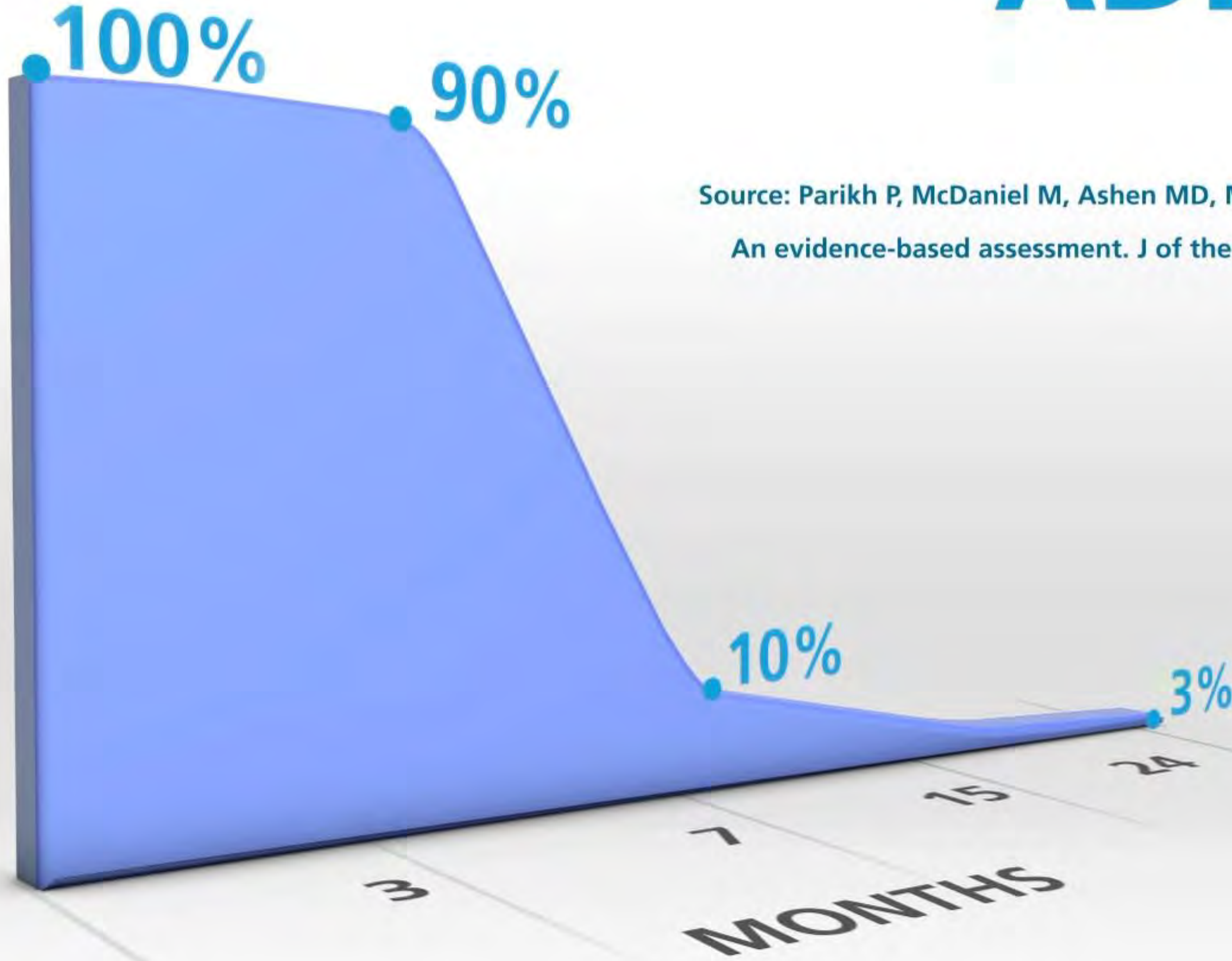






# ADHERENCE TO DIETS

Source: Parikh P, McDaniel M, Ashen MD, Miller J, et al. Diets and cardiovascular disease:  
An evidence-based assessment. J of the Am College of Cardiology. 2005;45:1379-1387.

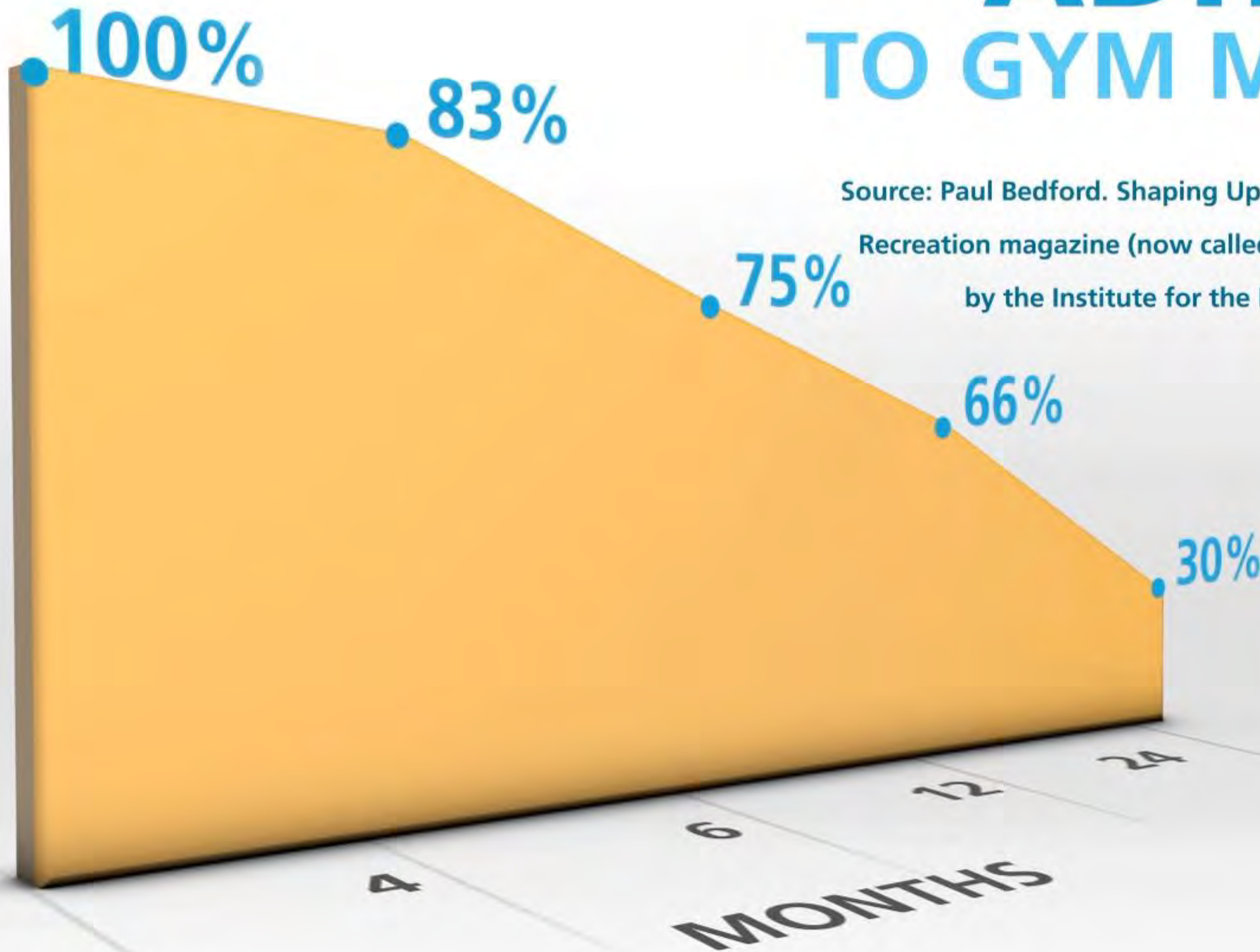




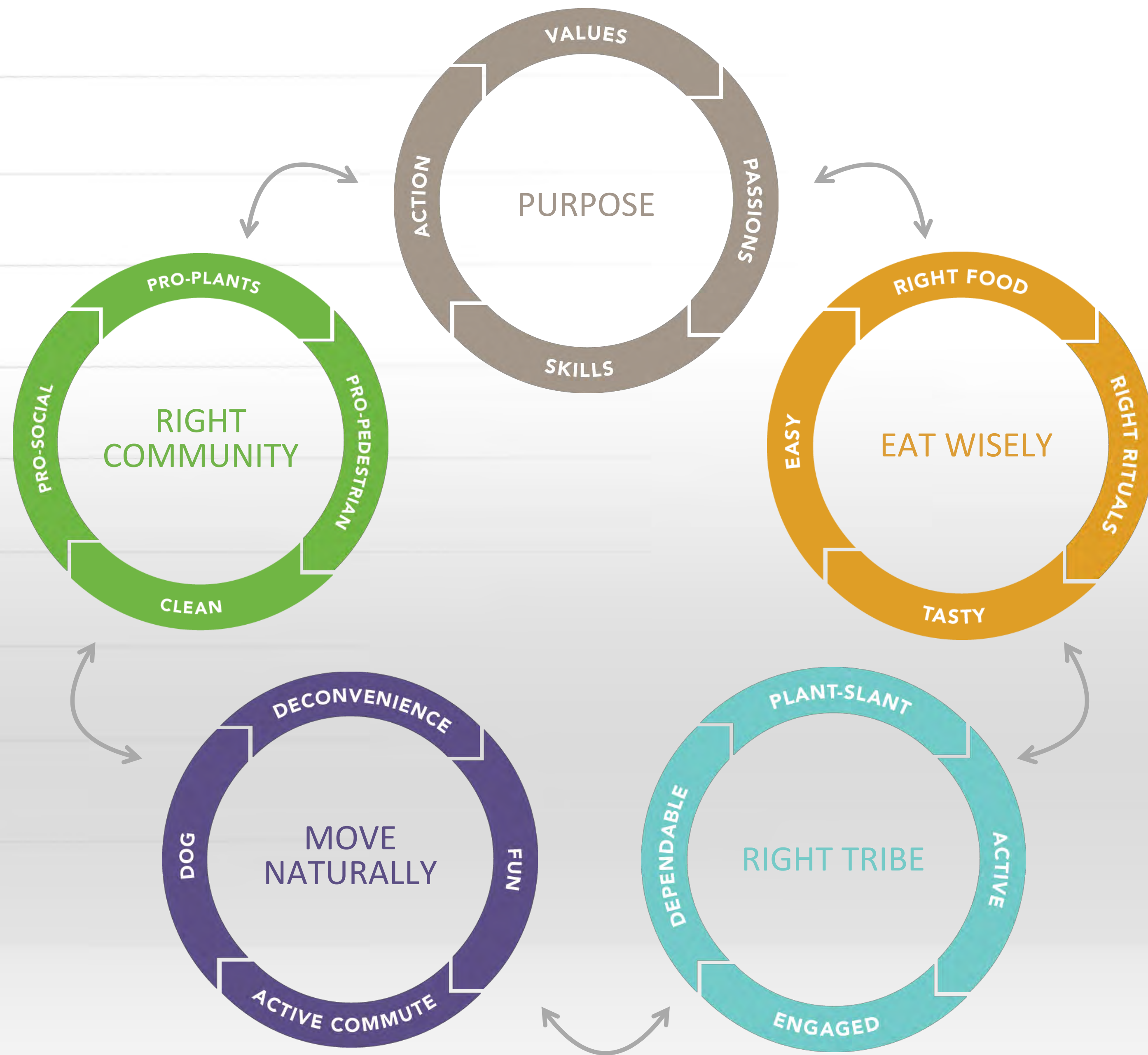
# ADHERENCE TO GYM MEMBERSHIP

Source: Paul Bedford. Shaping Up the Figures. Recreation. March 2009, 34-45.

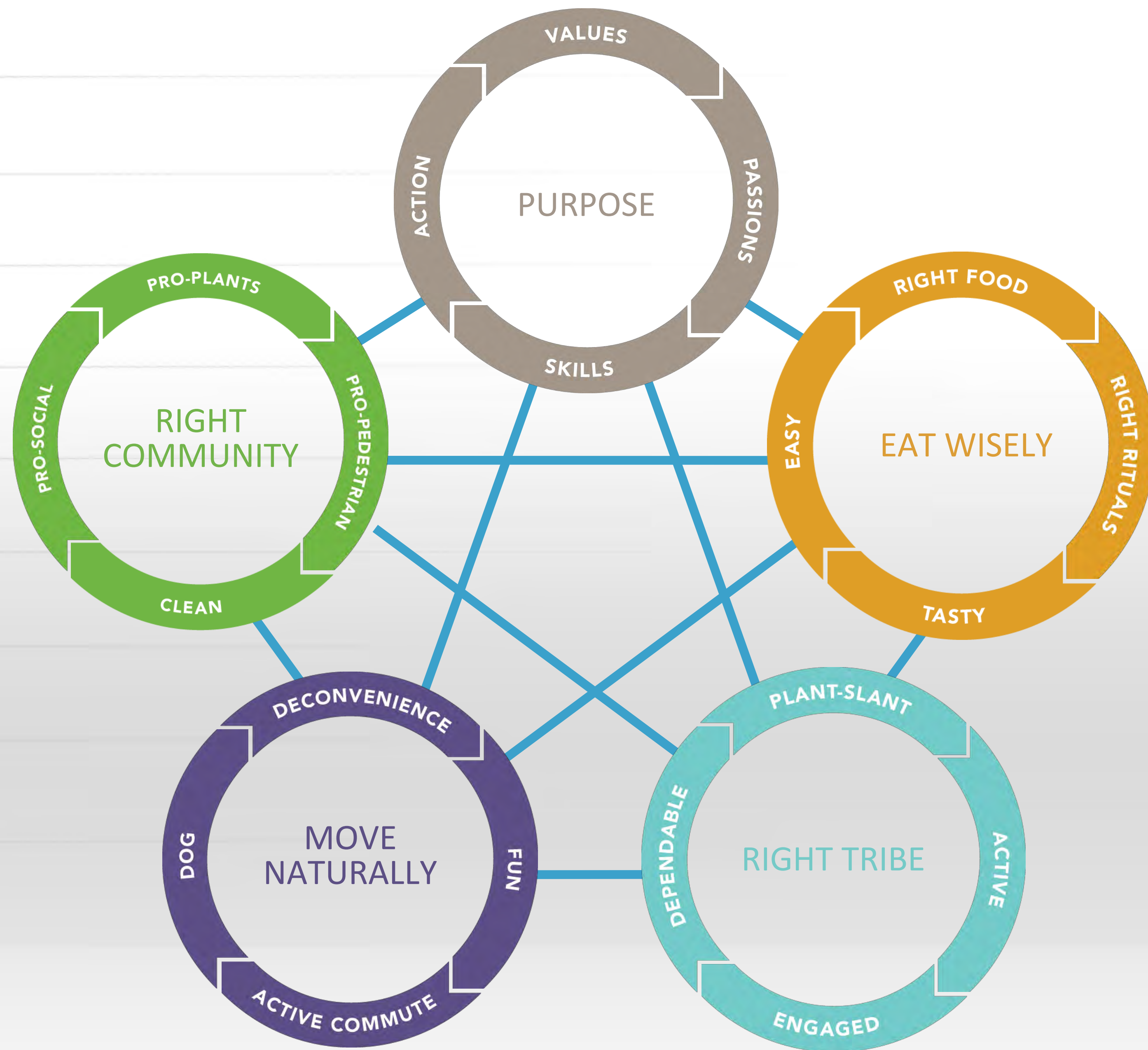
Recreation magazine (now called "Sport and Physical Activity") is published  
by the Institute for the Management of Sport and Physical Activity.













# 84%

**of all U.S. medical costs are explained by physical inactivity, food choices and portion size, tobacco and unmanaged stress.**











# SHAPING THE **BUSINESS** OF WELLNESS

**GLOBAL WELLNESS SUMMIT 2018**

